

Electronic Acknowledgement Receipt

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| EFS ID: | 4762711 |
| Application Number: | 10043714 |
| International Application Number: | |
| Confirmation Number: | 6438 |
| Title of Invention: | System, method, and software application for targeted advertising via behavioral model clustering, and preference programming based on behavioral model clusters |
| First Named Inventor/Applicant Name: | Isaac Bentolila |
| Customer Number: | 23386 |
| Filer: | Michael Zarrabian/Sarah Nielsen |
| Filer Authorized By: | Michael Zarrabian |
| Attorney Docket Number: | MET2.PAU.25 |
| Receipt Date: | 09-FEB-2009 |
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| Application Type: | Utility under 35 USC 111(a) |

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| Submitted with Payment | yes |
| Payment Type | Credit Card |
| Payment was successfully received in RAM | \$130 |
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File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|---|---------------------------|--|------------------|------------------|
| 1 | Amendment/Req. Reconsideration-After Non-Final Reject | MET2PAU25_ROA10082008.pdf | 221566 a9160e43d4961e09171e7eb233ab2f70ef4 4b077 | no | 28 |

Warnings:**Information:**

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|---|------------------------|--------------|--|----|---|
| 2 | Fee Worksheet (PTO-06) | fee-info.pdf | 30184 33942efda6514e4a13a6bfe86499e31beff5 dc4 | no | 2 |
|---|------------------------|--------------|--|----|---|

Warnings:**Information:**

Total Files Size (in bytes):

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If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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New International Application Filed with the USPTO as a Receiving Office

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